

Statewide Cultural District Impacts and Evaluation Criteria

IMPACTS

The Indiana Statewide Cultural District Program seeks to make a stronger Indiana through arts and culture and has identified three areas of impact through which its work will be validated:

1. The arts and cultural sector is an integral part of community and economic development.
2. Cultural districts facilitate strong, creative, sustainable communities.
3. Vibrant arts and cultural energy centers thrive throughout the state.

EVALUATION CRITERIA

The following criteria will be used to assess each application:

Community Profile/District Identity Components (up to 20 points)

The purpose of this category is to illustrate the cultural district's distinct, creative character and strong, lasting connection to the community using supporting information like demographics, maps, photos and narrative. Points are awarded for the extent to which:

- The cultural district is well defined and has a unique identity as a vibrant cultural hub.
- The cultural district is of a reasonable size and scale for the area in which it is located.
- A high concentration of cultural assets anchor the district.
- Development and support of a cultural district appears to be sustainable for the town/city/county in which it is located.

Cultural Development (up to 20 points)

The purpose of this category is to show that the cultural district is a vibrant center of culture. It sparks the development of cultural assets that are integral to the community. It also encourages the exploration of and participation in cultural experiences through arts and culture. Points are awarded for the extent to which:

- District has a high concentration and a variety of types of cultural assets.
- Cultural assets offer a variety of programming year-round and on nights and weekends.
- There is evidence of educational programming involving arts and culture.
- District encourages and includes artist collaboration and participation in events, planning, educational activities, etc.

Community Development (up to 20 points)

The purpose of this category is to strengthen communities through partnerships by engaging local residents in community-building events rooted in arts and culture. Community partnerships may include some combination of government, for-profit and non-profit organizations. Points are awarded for the extent to which:

- Community support and participation is evident in on-going planning and development of the district.

- Programs and district development take into consideration the needs of all people in the community, including traditionally underserved populations and people with disabilities.
- Local artists are involved in the district and are valued as partners in community development.

Economic Development/Tourism Development (up to 20 points)

The purpose of this category is for the cultural district to be leveraged as an integral piece of the community's economic development strategy. Strategies may include (but are not limited to) tax incentives, building revitalization, tourism strategies, artist housing, etc. Points are awarded for the extent to which:

- Economic/tourism development plan is evident, supports arts and cultural development within the cultural district and is sustainable for the city/region.
- Public/private partnerships exist.
- Marketing plan encompasses communication to local audiences as well as tourists.
- Artists participate in the creation and implementation of an economic/tourism development plan.
- Existing assets like historic structures are recognized, embraced, utilized and/or included in a revitalization plan.

Cultural District Management and Planning (up to 20 points)

Cultural district development includes providing adequate management for the cultural district throughout its lifespan. The cultural district must have a current long range plan for developing and sustaining itself. The purpose of this category is to ensure the support and growth of the cultural district by the municipality and the partnering organization. Points are awarded for the extent to which:

- The cultural district has an evaluation plan that clearly defines how goals and objectives will be measured.
- Creating and maintaining accessibility to the cultural district for individuals with disabilities is included in long-range plan for the district.
- Strong letters of support are required from all key partners indicating their active participation in the planning and implementation of the cultural district.
- The district must have a current long range plan for developing and sustaining itself.

All applicants will be notified by email of admission decisions after the Commission meets and approves the panel's recommendations for acceptance into the program.